Approved for use through 01/31/2008. OM8 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

NOTICE OF APPEAL FROM THE EXAMINER TO

Docket Number (Optional) 4707-81342

to the USPTO or deposited with the United States Postal Service with sufficient postage as first dass mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450/317 CPR 1.18(a) January 16, 2008 Signature J. C. 18 J.	Т	THE BOARD OF PATENT APPEALS AND INTERFERE	ENCES			
Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313- Modern	I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient neglace as first class mail in an envelope addressed to					
For Method and Apparatus for Identifying Customers for Delivery of Promotional Materials Art Unit 3622 J. J. D. Carlson Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner. The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. It have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920 I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920 I have enclosed a duplicate copy of this sheet. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. The Director is a signature of record of the entire interest. See 37 CFR 3.71 Statement under 37 CFR 3.73(b) is enclosed. Typed or printed name attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Panuary 16, 2008 Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required.	"Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313- 1450"[37 CFR 1.8(a)]					
Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner. The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1)) Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner. The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. In have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. Form PTO/SB/96) attorney or agent acting under 37 CFR 1.34. Registration number 34,137. Telephone number attorney or agent acting under 37 CFR 1.34. Registration number facing under 37 CFR 1.34. Registration number of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.	111					
The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. From PTO/SB/96 attorney or agent acting under 37 CFR 1.34. Registration number 34,137. Telephone number attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Palauary 16, 2008 Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.						
Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. It have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge early fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) attorney or agent of record. Registration number 34,137. Telephone number 43,137. Telephone number 53,134. Registration number 43,137. Telephone number 53,134. Balanuary 16, 2008 Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required.	Applica	ant hereby appeals to the Board of Patent Appeals and Interference	s from the last of	lecision of the ex	aminer.	
by half, and the resulting fee is: A check in the amount of the fee is enclosed, Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71 Statement under 37 CFR 3.73(b) is enclosed. Typed or printed name attorney or agent acting under 37 CFR 1.34. Registration number 34,137. 1312 655-1500 Telephone number attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Panuary 16, 2008 Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.	The fe	e for this Notice of Appeal is (37 CFR 41.20 (b)(1))	\$ <u>255.00</u>			
Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. mt the applicant/inventor. Signature			e fee shown abo	ve is reduced	\$ 255.00	
The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) attorney or agent of record. Registration number 34,137. 312 655-1500 Telephone number attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Provided the provided interest of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.		A check in the amount of the fee is enclosed,				
It have enclosed a duplicate copy of this sheet. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920! I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. □ assignee of record of the entire interest. See 37 CFR 3.71 Statement under 37 CFR 3.73(b) is enclosed. □ (Form PTO/SB/96) □ attorney or agent of record. Registration number 34,137. □ attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number of acting under 37 CFR 1.34. ■ January 16, 2008 Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.		Payment by credit card. Form PTO-2038 is attached.				
to Deposit Account No. 23092Q: I have enclosed a duplicate copy of this sheet. A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) attorney or agent of record. Registration number 34,137. Telephone number attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Solution of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.		The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.				
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) attorney or agent of record. Registration number 34,137. attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number of acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.	⊠ : t	The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 230920. I have enclosed a duplicate copy of this sheet.				
be included on this form. Provide credit card information and authorization on PTO-2038. am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71 Statement under 37 CFR 3.73(b) is enclosed. Jon P. Christensen Typed or printed name attorney or agent of record. Registration number 34,137. attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.*		A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed.				
applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SSUP9) attorney or agent of record. Registration number 34,137. attorney or agent acting under 37 CFR 1.34. Registration number facing under 37 CFR 1.34. Registration number facing under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.*	V	VARNING: Information on this form may become public. Credit one included on this form. Provide credit card information and au	card information	n should not PTO-2038.		
□ assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. Typed or printed name Typed or p	am th	e	\triangle			
□ assignee of record of the entire interest. □ Seg 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) □ attorney or agent of record. Registration number 34.137. □ attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.		applicant/inventor.	\square	1		
(Form PTO/SB/96) Interpretable of the cond. Registration number 34,137. Registration number 34,137. Interpretable of the cond of the c	□ a	ssignee of record of the entire interest.	(1)		Signature	
attorney or agent of record. Registration number 34,137. Telephone number attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.						
Registration number 34.137. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.*	_ `			rypeu	or printed fiality	
attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.*				312	2 655-1500	
Registration number if acting under 37 CFR 1.34. Date NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below."				Tele	phone number	
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.	_			lan.	40 0000	
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below."	н	legistration number if acting under 37 CFR 1.34.		Janu		
*Total of for ms are submitted.	NOTE Subm	Signatures of all the inventors or assignees of record of the entire in it multiple forms if more than one signature is required, see below.	interest or their	representative(s)		
		*Total of <u>for</u> ms are submitted.				
nis collection of information is required by 37 CFR 41.31. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTC			to obtain or retain	a honofit by the re-	blic which is to file (and by the USBTO	

This collection of information is required by 37 CFR 41.31. The information is required to obtain or retain a bonefit by the public which is to fit cand by the USPTO to process) an application. Confidentialist is governed by 35 U.S. C. 123 and 37 CFR.11.1.1.14 and 41.8 This Collection is estimated to fise 2 minutes to complete, including gathering, preparing, and submitting the completed application from to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the information Office, U.S. Plastriant and Tracomments Office, U.S. Department of Commerce, P.O. Box 1459, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMST OT INFA, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.